



The **Retail**Coach®

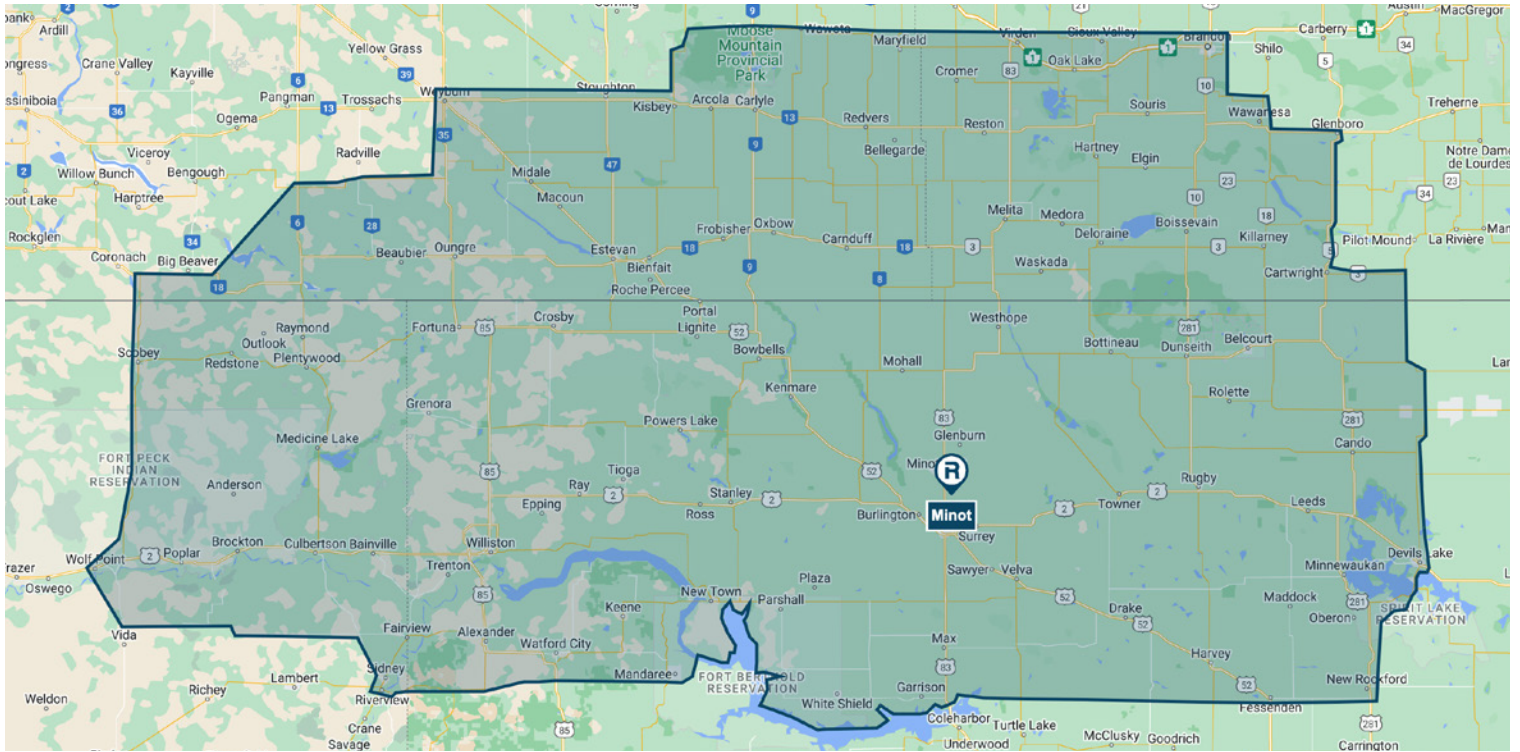
# Secondary Retail Trade Area Demographic Profile

MINOT, NORTH DAKOTA

Prepared for City of Minot  
January 2024

# Secondary Retail Trade Area • Demographic Snapshot

Minot, North Dakota



## Population

2020	220,371	0 - 9 Years	14.35%
2024	228,624	10 - 17 Years	11.05%
2029	235,860	18 - 24 Years	9.45%

## Educational Attainment (%)

Graduate or Professional Degree	6.47%	25 - 34 Years	14.22%
Bachelors Degree	17.79%	35 - 44 Years	13.14%
Associate Degree	13.73%	45 - 54 Years	10.13%
Some College	23.47%	55 - 64 Years	11.10%
High School Graduate (or GED)	30.78%	65 and Older	16.57%
Some High School, No Degree	5.15%	Median Age	35.67
Less than 9th Grade	2.61%	Average Age	37.92

## Income

Average HH	\$97,472	<b>Race Distribution (%)</b>	
Median HH	\$74,268	White	74.16%
Per Capita	\$41,114	Black/African American	2.30%
		American Indian/Alaskan	12.66%
		Asian	1.03%
		Native Hawaiian/Islander	0.14%
		Other Race	2.10%
		Two or More Races	7.60%
		Hispanic	6.33%



### City of Minot

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# Secondary Retail Trade Area • Demographic Profile

Minot, North Dakota

DESCRIPTION	DATA	%
<b>Population</b>		
2029 Projection	235,860	
2024 Estimate	228,624	
2020 Census	220,371	
2010 Census	183,310	
Growth 2024 - 2029		3.17%
Growth 2020 - 2024		3.75%
Growth 2010 - 2020		20.22%
<b>2024 Est. Population by Single-Classification Race</b>	<b>228,624</b>	
White Alone	169,541	74.16%
Black or African American Alone	5,258	2.30%
Amer. Indian and Alaska Native Alone	28,955	12.67%
Asian Alone	2,362	1.03%
Native Hawaiian and Other Pacific Island Alone	329	0.14%
Some Other Race Alone	4,806	2.10%
Two or More Races	17,373	7.60%
<b>2024 Est. Population by Hispanic or Latino Origin</b>	<b>228,624</b>	
Not Hispanic or Latino	214,159	93.67%
Hispanic or Latino	14,467	6.33%
Mexican	8,823	60.98%
Puerto Rican	1,771	12.24%
Cuban	88	0.61%
All Other Hispanic or Latino	3,784	26.16%
<b>2024 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>14,467</b>	
White Alone	4,084	28.23%
Black or African American Alone	290	2.00%
American Indian and Alaska Native Alone	830	5.74%
Asian Alone	76	0.52%
Native Hawaiian and Other Pacific Islander Alone	13	0.09%
Some Other Race Alone	4,154	28.71%
Two or More Races	5,020	34.70%
<b>2024 Est. Pop by Race, Asian Alone, by Category</b>	<b>2,362</b>	
Chinese, except Taiwanese	190	8.03%
Filipino	1,186	50.23%
Japanese	115	4.87%
Asian Indian	145	6.14%
Korean	189	7.99%
Vietnamese	29	1.22%
Cambodian	1	0.05%
Hmong	11	0.45%
Laotian	86	3.66%
Thai	58	2.44%
All Other Asian Races Including 2+ Category	352	14.89%

DESCRIPTION	DATA	%
<b>2024 Est. Population by Ancestry</b>	<b>228,624</b>	
Arab	537	0.24%
Czech	953	0.42%
Danish	2,122	0.93%
Dutch	1,758	0.77%
English	8,027	3.51%
French (except Basque)	4,730	2.07%
French Canadian	1,369	0.60%
German	44,787	19.59%
Greek	290	0.13%
Hungarian	238	0.10%
Irish	12,229	5.35%
Italian	2,570	1.12%
Lithuanian	119	0.05%
United States or American	4,079	1.78%
Norwegian	37,810	16.54%
Polish	1,941	0.85%
Portuguese	176	0.08%
Russian	2,586	1.13%
Scottish	2,529	1.11%
Scotch-Irish	1,052	0.46%
Slovak	75	0.03%
Subsaharan African	1,315	0.58%
Swedish	4,287	1.88%
Swiss	370	0.16%
Ukrainian	1,086	0.48%
Welsh	457	0.20%
West Indian (except Hisp. groups)	162	0.07%
Other ancestries	48,164	21.07%
Ancestry Unclassified	42,810	18.73%
<b>2024 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>211,784</b>	
Speak Only English at Home	198,452	93.71%
Speak Asian/Pacific Island Language at Home	1,034	0.49%
Speak IndoEuropean Language at Home	2,596	1.23%
Speak Spanish at Home	7,251	3.42%
Speak Other Language at Home	2,452	1.16%

# Secondary Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2024 Est. Population by Age</b>	<b>228,624</b>	
Age 0 - 4	16,845	7.37%
Age 5 - 9	15,953	6.98%
Age 10 - 14	16,262	7.11%
Age 15 - 17	9,001	3.94%
Age 18 - 20	9,755	4.27%
Age 21 - 24	11,838	5.18%
Age 25 - 34	32,519	14.22%
Age 35 - 44	30,043	13.14%
Age 45 - 54	23,162	10.13%
Age 55 - 64	25,368	11.10%
Age 65 - 74	22,327	9.77%
Age 75 - 84	10,805	4.73%
Age 85 and over	4,749	2.08%
Age 16 and over	176,573	77.23%
Age 18 and over	170,563	74.60%
Age 21 and over	160,807	70.34%
Age 65 and over	37,878	16.57%
2024 Est. Median Age		35.67
2024 Est. Average Age		37.92
<b>2024 Est. Population by Sex</b>	<b>228,624</b>	
Male	118,489	51.83%
Female	110,135	48.17%
<b>2024 Est. Male Population by Age</b>	<b>118,489</b>	
Age 0 - 4	8,625	7.28%
Age 5 - 9	8,240	6.95%
Age 10 - 14	8,265	6.98%
Age 15 - 17	4,599	3.88%
Age 18 - 20	5,134	4.33%
Age 21 - 24	6,413	5.41%
Age 25 - 34	17,942	15.14%
Age 35 - 44	15,733	13.28%
Age 45 - 54	12,220	10.31%
Age 55 - 64	13,223	11.16%
Age 65 - 74	11,309	9.54%
Age 75 - 84	5,074	4.28%
Age 85 and over	1,715	1.45%
2024 Est. Median Age, Male		35.02
2024 Est. Average Age, Male		37.43
<b>2024 Est. Female Population by Age</b>	<b>110,135</b>	
Age 0 - 4	8,220	7.46%
Age 5 - 9	7,713	7.00%
Age 10 - 14	7,999	7.26%
Age 15 - 17	4,402	4.00%
Age 18 - 20	4,619	4.19%
Age 21 - 24	5,426	4.93%
Age 25 - 34	14,577	13.24%
Age 35 - 44	14,310	12.99%
Age 45 - 54	10,942	9.94%
Age 55 - 64	12,145	11.03%
Age 65 - 74	11,019	10.01%
Age 75 - 84	5,730	5.20%
Age 85 and over	3,033	2.75%
2024 Est. Median Age, Female		36.42
2024 Est. Average Age, Female		38.38

DESCRIPTION	DATA	%
<b>2024 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	57,399	31.97%
Males, Never Married	34,183	19.04%
Females, Never Married	23,216	12.93%
Married, Spouse present	87,611	48.79%
Married, Spouse absent	5,928	3.30%
Widowed	9,677	5.39%
Males Widowed	2,370	1.32%
Females Widowed	7,307	4.07%
Divorced	18,955	10.56%
Males Divorced	9,849	5.49%
Females Divorced	9,106	5.07%
<b>2024 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	3,882	2.61%
Some High School, no diploma	7,675	5.15%
High School Graduate (or GED)	45,857	30.78%
Some College, no degree	34,966	23.47%
Associate Degree	20,451	13.73%
Bachelor's Degree	26,502	17.79%
Master's Degree	7,066	4.74%
Professional School Degree	1,528	1.03%
Doctorate Degree	1,046	0.70%
<b>2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	1,679	17.82%
High School Graduate	3,025	32.08%
Some College or Associate's Degree	2,889	30.65%
Bachelor's Degree or Higher	1,834	19.46%
<b>Households</b>		
2029 Projection	97,068	
2024 Estimate	94,495	
2020 Census	88,414	
2010 Census	74,429	
Growth 2024 - 2029		2.72%
Growth 2020 - 2024		6.88%
Growth 2010 - 2020		18.79%
<b>2024 Est. Households by Household Type</b>	<b>94,495</b>	
Family Households	60,817	64.36%
Nonfamily Households	33,678	35.64%
2024 Est. Group Quarters Population	4,598	
2024 Households by Ethnicity, Hispanic/Latino	4,374	



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DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Income</b>	<b>94,495</b>	
Income < \$15,000	8,048	8.52%
Income \$15,000 - \$24,999	6,207	6.57%
Income \$25,000 - \$34,999	7,119	7.53%
Income \$35,000 - \$49,999	10,368	10.97%
Income \$50,000 - \$74,999	15,934	16.86%
Income \$75,000 - \$99,999	12,895	13.65%
Income \$100,000 - \$124,999	10,203	10.80%
Income \$125,000 - \$149,999	7,859	8.32%
Income \$150,000 - \$199,999	7,853	8.31%
Income \$200,000 - \$249,999	3,397	3.60%
Income \$250,000 - \$499,999	3,269	3.46%
Income \$500,000+	1,345	1.42%
2024 Est. Average Household Income		\$97,472
2024 Est. Median Household Income		\$74,268
<b>2024 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$79,158
Black or African American Alone		\$53,457
American Indian and Alaska Native Alone		\$49,434
Asian Alone		\$75,337
Native Hawaiian and Other Pacific Islander Alone		\$37,742
Some Other Race Alone		\$40,744
Two or More Races		\$81,352
Hispanic or Latino		\$54,567
Not Hispanic or Latino		\$75,275
<b>2024 Est. HH by Type and Presence of Own Child.</b>	<b>60,817</b>	
Family Households with Children	16,277	26.76%
Family Households without Children	44,540	73.24%
<b>Married-Couple Families</b>	<b>28,988</b>	<b>47.67%</b>
Married-Couple Family, own children	11,247	18.49%
Married-Couple Family, no own children	17,741	29.17%
<b>Cohabiting-Couple Families</b>	<b>4,611</b>	<b>7.58%</b>
Cohabiting-Couple Family, own children	1,732	2.85%
Cohabiting-Couple Family, no own children	2,880	4.74%
<b>Male Householder Families</b>	<b>14,878</b>	<b>24.46%</b>
Male Householder, own children	1,113	1.83%
Male Householder, no own children	1,585	2.61%
Male Householder, only Nonrelatives	1,086	1.79%
Male Householder, Living Alone	11,095	18.24%
<b>Female Householder Families</b>	<b>12,340</b>	<b>20.29%</b>
Female Householder, own children	2,186	3.59%
Female Householder, no own children	1,744	2.87%
Female Householder, only Nonrelatives	614	1.01%
Female Householder, Living Alone	7,798	12.82%

DESCRIPTION	DATA	%
<b>2024 Est. Households by Household Size</b>	<b>94,495</b>	
1-person	32,399	34.29%
2-person	30,138	31.89%
3-person	12,084	12.79%
4-person	10,212	10.81%
5-person	5,590	5.92%
6-person	2,446	2.59%
7-or-more-person	1,626	1.72%
2024 Est. Average Household Size		2.37
<b>2024 Est. Households by Number of Vehicles</b>	<b>94,495</b>	
No Vehicles	4,863	5.15%
1 Vehicle	25,576	27.07%
2 Vehicles	34,963	37.00%
3 Vehicles	17,147	18.15%
4 Vehicles	7,528	7.97%
5 or more Vehicles	4,420	4.68%
2024 Est. Average Number of Vehicles		2.16
<b>Family Households</b>		
2029 Projection	62,509	
2024 Estimate	60,817	
2020 Estimate	54,326	
2010 Census	47,457	
Growth 2024 - 2029		2.78%
Growth 2020 - 2024		11.95%
Growth 2010 - 2020		14.47%
<b>2024 Est. Families by Poverty Status</b>	<b>60,817</b>	
2024 Families at or Above Poverty	56,131	92.30%
2024 Families at or Above Poverty with Children	25,254	41.52%
2024 Families Below Poverty	4,686	7.71%
2024 Families Below Poverty with Children	3,295	5.42%
<b>2024 Est. Pop 16+ by Employment Status</b>	<b>176,573</b>	
Civilian Labor Force, Employed	107,874	61.09%
Civilian Labor Force, Unemployed	3,858	2.19%
Armed Forces	6,005	3.40%
Not in Labor Force	58,836	33.32%
<b>2024 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>113,879</b>	
For-Profit Private Workers	66,575	58.46%
Non-Profit Private Workers	10,180	8.94%
Local Government Workers	4,782	4.20%
State Government Workers	4,949	4.35%
Federal Government Workers	12,292	10.79%
Self-Employed Workers	14,748	12.95%
Unpaid Family Workers	353	0.31%



# Secondary Retail Trade Area • Demographic Profile

Minot, North Dakota

DESCRIPTION	DATA	%
<b>2024 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>113,879</b>	
Architect/Engineer	1,496	1.31%
Arts/Entertainment/Sports	830	0.73%
Building Grounds Maintenance	4,728	4.15%
Business/Financial Operations	3,277	2.88%
Community/Social Services	2,140	1.88%
Computer/Mathematical	1,319	1.16%
Construction/Extraction	9,090	7.98%
Education/Training/Library	8,467	7.44%
Farming/Fishing/Forestry	1,977	1.74%
Food Prep/Serving	5,617	4.93%
Health Practitioner/Technician	6,168	5.42%
Healthcare Support	3,645	3.20%
Maintenance Repair	6,034	5.30%
Legal	699	0.61%
Life/Physical/Social Science	1,219	1.07%
Management	15,022	13.19%
Office/Admin. Support	11,853	10.41%
Production	5,390	4.73%
Protective Services	2,230	1.96%
Sales/Related	9,178	8.06%
Personal Care/Service	3,882	3.41%
Transportation/Moving	9,622	8.45%
<b>2024 Est. Pop 16+ by Occupation Classification</b>	<b>113,879</b>	
White Collar	61,664	54.15%
Blue Collar	30,137	26.46%
Service and Farm	22,078	19.39%
<b>2024 Est. Workers Age 16+ by Transp. to Work</b>	<b>113,879</b>	
Drove Alone	91,871	80.67%
Car Pooled	10,412	9.14%
Public Transportation	284	0.25%
Walked	4,219	3.71%
Bicycle	274	0.24%
Other Means	1,160	1.02%
Worked at Home	5,658	4.97%
<b>2024 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	60,746	56.13%
15 - 29 Minutes	27,822	25.71%
30 - 44 Minutes	10,283	9.50%
45 - 59 Minutes	3,596	3.32%
60 or more Minutes	5,774	5.34%
2024 Est. Avg Travel Time to Work in Minutes		20.00
<b>2024 Est. Occupied Housing Units by Tenure</b>	<b>94,495</b>	
Owner Occupied	46,308	49.01%
Renter Occupied	37,688	39.88%
2024 Owner Occ. HUs: Avg. Length of Residence		17.16 <sup>†</sup>
2024 Renter Occ. HUs: Avg. Length of Residence		7.21 <sup>†</sup>

DESCRIPTION	DATA	%
<b>2024 Est. Owner-Occupied Housing Units by Value</b>	<b>46,308</b>	
Value Less than \$20,000	2,303	4.97%
Value \$20,000 - \$39,999	1,875	4.05%
Value \$40,000 - \$59,999	1,503	3.25%
Value \$60,000 - \$79,999	2,166	4.68%
Value \$80,000 - \$99,999	2,262	4.89%
Value \$100,000 - \$149,999	5,612	12.12%
Value \$150,000 - \$199,999	5,292	11.43%
Value \$200,000 - \$299,999	10,888	23.51%
Value \$300,000 - \$399,999	6,739	14.55%
Value \$400,000 - \$499,999	3,769	8.14%
Value \$500,000 - \$749,999	2,673	5.77%
Value \$750,000 - \$999,999	750	1.62%
Value \$1,000,000 or \$1,499,999	282	0.61%
Value \$1,500,000 or \$1,999,999	104	0.23%
Value \$2,000,000+	92	0.20%
2024 Est. Median All Owner-Occupied Housing Value		\$218,936
<b>2024 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	27,389	59.15%
1 Unit Attached	2,142	4.63%
2 Units	1,036	2.24%
3 or 4 Units	1,941	4.19%
5 to 19 Units	3,407	7.36%
20 to 49 Units	4,119	8.89%
50 or More Units	1,606	3.47%
Mobile Home or Trailer	4,626	9.99%
Boat, RV, Van, etc.	42	0.09%
<b>2024 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	883	1.91%
Housing Units Built 2010 to 2019	10,146	21.91%
Housing Units Built 2000 to 2009	4,192	9.05%
Housing Units Built 1990 to 1999	3,380	7.30%
Housing Units Built 1980 to 1989	4,769	10.30%
Housing Units Built 1970 to 1979	6,867	14.83%
Housing Units Built 1960 to 1969	4,182	9.03%
Housing Units Built 1950 to 1959	4,569	9.87%
Housing Units Built 1940 to 1949	1,709	3.69%
Housing Unit Built 1939 or Earlier	5,612	12.12%
2024 Est. Median Year Structure Built		1980

<sup>†</sup> Years

# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**RetailCoach**.®

## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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